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LISTING OF THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method of self-publishing a customized book by a young child user, said method comprising:
  - providing a board book having a plurality of blank pages, wherein the plurality of pages are of a rigid and durable paper;
  - determining creative content for inclusion in said board book, wherein said creative content can be any content, size, color or any combinations thereof determined by the young child;
  - disposing at the discretion of the user at least a portion of said creative content on an adhesive label, wherein said at least a portion of said creative content disposed on said adhesive label is fully customizable as determined by the young child; and
  - affixing said adhesive label to at least a portion of a page of the said plurality of pages of said board book in any format and/or arrangement desired by the user, wherein said steps of obtaining, determining, and affixing are performed under the direct control of the user so that said board book is customized in creative content and format and/or arrangement to create a personalized and customized story by the user into the customized book.

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2. (Previously presented) The method of claim 1, wherein said creative content is selected from the group consisting of a text file, a graphics file, a video file, a web page, an audio file, the user, and any combinations thereof.

3. (Original) The method of claim 1, further comprising disposing a clear protective covering over said adhesive label affixed to at least a portion of said page, wherein said at least a portion of said creative content disposed on said label is visible through said protective covering.

4. (Original) The method of claim 3, wherein said protective covering matingly conforms at least to said adhesive label.

5. Cancelled.

6. (Previously presented) The method of claim 1, wherein said determining is accomplished using a software module compatible with said creative content obtained for inclusion in the customized book.

7. (Currently amended) The method of claim 1, wherein the customized book has, in total, a plurality of said adhesive labels affixed to a plurality of said pages of the customized said book.

8 through 14 Cancelled.

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15. (Currently amended) The method ~~system~~ of claim 1 ~~10~~, wherein the young child ~~said user~~ customizes a layout and/or format, and said adhesive label, according to the young child's ~~said user's~~ preferences.

16. (Currently amended) The method ~~system~~ of claim 15, wherein said customizing is accomplished with the aid of a software module compatible with said creative content obtained for inclusion in the customized ~~said board~~ book.

17 through 21. Cancelled.

22. (Currently amended) The method of claim 1 ~~21~~, wherein each page of the ~~said~~ plurality said pages has a paper core coated with a film laminate of about 3 mils on each side of said page for a page thickness of about 12 mils to about 18 mils.

23. Cancelled.